

Achieve Diversity Goals Easily and Quickly

How Findem helped the Marin Community Foundation to achieve a 10x increase in its pipeline diversity

THE CHALLENGE

Based in the San Francisco Bay Area and serving local, national, and international communities, the Marin Community Foundation (MCF) is among the most prestigious non-profit organizations in the United States. MCF oversees \$3 billion in philanthropic assets and distributes an average of \$150 million annually to charitable organizations that support causes like racial justice, community development, and quality-of-life programs.

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Diversity and inclusivity are central to our values and community programs. In turn, we've prioritized diversity hiring and needed a technology platform that made that easy and transparent.

SAUL MACIAS
VICE PRESIDENT FOR HR,
MARIN COMMUNITY FOUNDATION

- ✓ 10x increase in pipeline diversity
- ✓ 70% of budget freed up for value-add programs
- ✓ Saving recruiters at least 1 day per week
- ✓ Reducing time-to-hire by at least 60%
- ✓ First Findem search resulted in a quick, quality hire

Limited bandwidth

As a fiscally responsible foundation, MCF has a small in-house recruiting team responsible for hiring across all departments and levels of the organization. Since MCF is a thriving foundation, it attracts a lot of passionate applicants to its mission who may or may not be qualified for the role. That perennial interest from prospective candidates became a double-edged sword since the MCF recruiting team did not have the bandwidth to efficiently review, filter, and shortlist those individuals.

Costly outsourcing

To relieve the burden on the in-house team, the foundation leveraged hiring agencies to help search for talent across executive, technical and non-technical roles. These third parties could cast a wide net and they had rich networks from which to draw candidates, but the foundation did not have visibility into the composition of the pipeline. This outsourcing strategy yielded a good volume of high-quality candidates but at significant cost and with limited diversity.

Imprecise process

Ultimately, MCF lacked an automated method for ensuring candidates brought the right characteristics to the table – whether they were skills, experience, or diversity attributes.

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Recruiting fees consumed a large portion of our budget and I was eager to use that money to enhance our compensation packages and employee experience programs.

I've researched a lot of recruiting technologies and Findem is the only platform that can do all this. The platform makes me feel like a sourcing 'sniper', honing in on the exact right candidate every time!

SAUL MACIAS



PASSION LED US HERE



THE SOLUTION

MCF sought a more efficient and precise sourcing method that would enable them to reallocate outsourcing costs to other internal HR and talent initiatives. The solution was **Findem**.

✓ One platform unites all hires

MCF now uses Findem for all open positions and is even planning to use Findem to help with executive roles. For the latter, Findem's advanced attributes, dynamic org charts, and market maps can help to precisely source executive talent.

✓ Speaking the same language

The days of parsing a bespoke job description into limited keywords and Boolean strings are over. With Findem, MCF's in-house team can import a job description and immediately reveal profiles that include matching terminology, experience, skills, and other attributes. The nuance of the hiring manager's intent is preserved.

✓ Attributes provide surgical precision

MCF now identifies candidates by using the exact criteria they seek: Spanish fluency, philanthropic advisor, mission driven, volunteer experience, long-tenured employee, development experience, etc. This perfectly tailored approach yields a highly matched candidate pool that they can easily sift by adding or removing attributes. Recruiters click any profile to confirm the candidate has the right attributes and experience for the role.

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Findem helps me search for and filter candidates by the actual attributes or characteristics that matter to the hiring managers. Findem is a much more efficient and precise way to source.

Our Customer Success Manager has made the transition to Findem so easy. She even helps us write additional campaign templates! The Findem team is so responsive and flexible.

SAUL MACIAS



✓ Automatically shortlist the best matches

Findem shortlists are among MCF's favorite Findem features. The team can adjust the settings to display the Top 50, 100, 200, or 500 candidates. Then, if the composition isn't quite right – too much corporate experience and not enough non-profit work, for example – MCF simply toggles certain attributes from 'nice to have' to 'must have' to generate the ideal pool of candidates who will advance to the next round.

✓ Gain transparency into diversity hiring

MCF uses Findem's diversity dashboard to monitor how different genders, races, ethnicities, generations, and veterans are represented in the talent pool. These and other often under-represented groups can then be prioritized in the sourcing process.

✓ Personalized campaigns protect the brand

Findem casts a wide net of precisely matched candidates and then filters them to the absolute best people to include in a personalized and automated campaign. MCF finds the campaign templates to be easy to set up, modify, and schedule, and they love how the recipients feel they've been singled out with a personalized message. Findem's automated campaigns help MCFs in-house team to use their time wisely and limit hands-on follow-up to only the best and most interested candidates.



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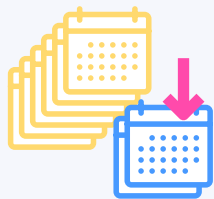
I give Findem a '10 out of 10'! I absolutely recommend Findem as the best way to source candidates, hands down. Findem is incredibly easy to use, and we've had a home run right out of the gates! Now I can focus on interviewing great candidates and not all the other tedious stuff.

SAUL MACIAS

LOVE YOUR
NEIGHBOUR

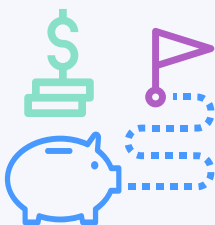
THE OUTCOME

With Findem, Marin Community Foundation has gained a more powerful and configurable method to search for talent, which has ultimately reduced the cost per hire.



Reduced
time to hire by
60%+

Saves
1 day
every
week



70%
of budget
freed up
for other priorities

10x
increase in
pipeline
diversity



MCF used to need 3-6 months to make a hire – even with the help of a staffing partner. With Findem, they’ve accelerated that timeline to less than 2 months. The foundation’s initial search using Findem resulted in a great hire, and now the in-house recruiter is using Findem for multiple open positions.

To do even half the things MCF can do using Findem without Findem would add at least a day per week to the work of the in-house team.

Now that MCF is able to quickly fill positions with very targeted candidates, they’ve saved an incredible amount of money previously spent on fees. As a result, they have reallocated 70% of the recruiting budget to other priorities, including a new HRIS and a new HR research portal.

Plus, MCF now has certainty their pipeline is comprised of a diverse and qualified talent.